

INFORMATION BULLETIN

JOB TRAINING PARTNERSHIP ACT

Number: B97-138

Date: May 20, 1998

Expiration Date: 6/30/98
69/88:PS:va

TO: SERVICE DELIVERY AREA ADMINISTRATORS

SUBJECT: WDB STRATEGIC PLAN

The Employment Development Department's Workforce Development Branch (WDB) recently began the process of developing a branch-level strategic plan that will provide the strategic direction for the Branch *as a whole* for the next several years. By planning at the strategic level from a Branch-wide perspective, WDB will create a broad-based, high-level framework within which subsequent, more detailed plans will be developed for the organizations, initiatives, and programs within the Branch. This is an important undertaking for the Branch because of the challenges it faces as a relatively new organization with responsibility for separate, but related, federal and state initiatives and the Job Training Partnership Act (JTPA) program.

The WDB's Strategic Planning Project is in the information-gathering phase of conducting an environmental analysis, and the Branch is asking for input from those with whom it most closely works. The initial part of the planning process, prior to creating a mission and a vision and developing any strategic goals, involves gathering information of the Branch's external and internal environments. The purpose is to identify any key trends and factors that should be taken into consideration as plans are formulated. Understanding the current and future environment helps identify internal strengths and areas of development as well as external opportunities and barriers which could affect the Branch's ability to achieve its mission and long-term vision.

Within the context of strategic planning, the Branch would appreciate input from the Service Delivery Area (SDA) community in response to the following three questions:

- 1) What direction would you want to see the Branch going over the next 5 years?
- 2) What general expectations do you have of the Branch? In considering the degree to which those expectations are generally being met, what do you see as the strengths which can be built upon and the areas which need to be improved?
- 3) Are there key strategic issues you think the Branch should consider as it develops its strategic plan? If yes, what are those?

If you would like to provide us input in response to these questions, please send your responses to Kathy Sage, Deputy Director, Workforce Development Branch. Please respond by June 5, 1998. Responses can either be mailed to Kathy Sage at P.O. Box 826880, MIC 88, Sacramento, CA 94280-0001, or they can be faxed to her at (916) 653-3413.

In addition to the SDA community, WDB will be requesting input in response to these same questions from other key organizations with whom it works. We believe that your input and theirs will be invaluable to the development of our strategic plan. While our Branch must ultimately make the final decisions about its strategic direction as an organization, its mission, vision, and strategic goals, your input will help us focus our efforts.

Background Information

The WDB is responsible for supporting the implementation of California's One-Stop Career Center and School-to-Career systems as well as a state-mandated performance-based accountability system for all workforce development programs. The Branch provides staff support and policy analysis on workforce development issues to the State Job Training Coordinating Council, the One-Stop Career Center Task Force, the School-to-Career Advisory Council, the EDD, and the Health and Welfare Agency. The Branch is also responsible for coordinating EDD's efforts to support California's welfare reform legislation and will oversee the implementation of the new federal welfare-to-work program. In addition, the Branch provides oversight and administration of the JTPA program. Most issues addressed by the Branch involve collaborative partnerships with federal, state, and local partners. A Branch organizational chart is attached for your reference.

If you have any questions regarding this Information Bulletin, please contact Phyllis Saferite, Strategic Planning Project Manager, at (916) 654-7664.

/S/ BILL BURKE
Assistant Deputy Director

Attachment

Employment Development
Department
**Workforce Development
Branch**
Functional Organization Chart
May 15, 1998

